AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claim 1 (Previously Presented): A system for delivering email-based advertising to discrete users, comprising:

(a) a first computer connected to a computer network, the first computer configured to transmit an email message including identification data and one or more email client objects;

(b) a second computer remote from the first computer and connected to the computer network, the second computer configured to receive the email message from the first computer, wherein the second computer is configured such that in response to displaying the email message the second computer transmits the identification data and the one or more email client objects; and

(c) at least one server remote from the first and second computer and connected to the computer network, the server configured to receive the identification data and the one or more email client objects, wherein the server in response to receiving the identification data and the one or more email client objects is configured to select an advertisement, the server configured to transmit the advertisement to the second computer, so that the second computer displays the advertisement in a message field of the email message.

Claim 2 (Original): The system of claim 1, wherein the first computer includes a first email client, the first email client configured to embed HTML code into the email message.

Claim 3 (Previously Presented): The system of claim 2, wherein the email message is comprised of the HTML code, the HTML code comprised of the identification data and the one or more email client objects.

Claim 4 (Previously Presented): The system of claim 3, wherein the identification number identifies a partner, the partner being a user of the first computer system.

Claim 5 (Original): The system of claim 4, wherein the email client objects comprise at least one of the following:

(a) a recipient's email address;

(b) a subject line;

(c) a time of the day;

(d) an IP address; and

(e) a profile of the partner.

Claim 6 (Original): The system of claim 1, wherein the second computer is comprised of a second email client, the second email client comprised of an HTML interpreter, the HTML interpreter configured to interpret the HTML code.

Claim 7 (Previously Presented): The system of claim 6, wherein the identification data and the one or more email client objects are read from the HTML code.

Claim 8 (Cancelled)

Claim 9 (Previously Presented): The system of claim 1, wherein the server is a banner server, the banner server is programmed to select an appropriate advertisement as a function of the identification data and the one or more email client objects.

Claim 10 (Original): The system of claim 9, wherein the banner server is comprised of at least the following:

(a) a web server;

(b) an application server; and

(c) a database backend.

Claim 11 (Original): The system of claim 10, wherein the server is configured to provide an advertisement and optionally an active link associated with the advertisement, to be transmitted to the second computer.

Claim 12 (Original): The system of claim 1, wherein the first computer and the second computer are configured to utilize instant messaging software or wireless communication software to communicate email messages to and from each other.

Claim 13 (Previously Presented): A method of delivering email-based advertising between a first computer and a second computer on a network, the method comprising the steps of:

(a) transmitting to a server on the network identification data and one or more email client objects received in an email from the first computer;

(b) receiving the identification data and optionally the one or more of the email client objects at the server, and in response thereto selecting an advertisement;

(c) transmitting the advertisement to the second computer; and

(d) embedding the advertisement in a message field of the email message, such that the advertisement is displayed on a screen of the second computer.

Claim 14 (Cancelled)

Claim 15 (Cancelled)

Claim 16 (Previously Presented): The method of claim 13, wherein the identification data is an affiliate I.D. number and the email client objects include at least a subject line.

Claim 17 (Original): The method of claim 13, wherein the server counts the number of times a particular ad is pulled and sent for attachment to an email message.

Claim 18 (Original): The method of claim 13, wherein the server utilizes counting software to limit the number of times a particular recipient of an email message sees the same ad.

Claim 19 (Previously Presented): The method of claim 13, wherein the server credits a partner, with reference to the identification data, for each time an advertisement is viewed by a unique recipient, wherein the partner is a user of the first computer system.

Claim 20 (Previously Presented): The method of claim 19, wherein the server instructs billing software to generate a payment, either in the form of electronic payment or printed check, to the partner based on the number of advertisements placed by the server in connection with that partner's identification data.

Claim 21 (Original): The method of claim 13, wherein the server works in conjunction with billing software to generate bills for advertisers whose advertisements are placed by the server, based on the number of times the advertisements are sent from the server for attachment to an email message.

Claim 22 (Original): The method of claim 13 wherein, in addition to the advertisement, the server sends an active link (URL) to enable a recipient to click on the advertisement and access the advertiser's website.

Claim 23 (Previously Presented): The system of claim 1, wherein the advertisement is one of text and graphics.

Claim 24 (Previously Presented): The system of claim 23, wherein the advertisement includes an active link associated therewith.

Claim 25 (Currently Amended): An email message interface comprised of a "From" field, a "To" field, a "Subject" field, and a message field, wherein a Person-to-Person

message and an advertising banner are displayed within the message field, further wherein the advertising banner has an active link associated therewith, wherein the advertising banner is a graphic.

Claim 26 (New): The email message interface of claim 25, wherein the interface is displayed on a first computer, and wherein the advertising banner is transmitted to the first computer by a server in response to the server receiving one or more email client objects from a second computer.